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Beauty With



..BULBS..

BLACK HILLS ACCLIMATED
BULBS AND PERENNIALS

Beautify Homes

Your

HAND-BOOK AND PLANTING GUIDE

From

THE BLACK HILLS BULB GARDENS

"We Grow What We Sell"

RAPID CITY, S. D.

LARGEST GROWERS OF BULBS IN THE DAKOTAS

SPECIAL ADVERTISING BULB OFFERS

This season we offer five special bargain collections made up of our standard named varieties, each item carefully selected and guaranteed to please. **The last three will be found on the inside back cover.**

BARGAIN BULB COLLECTION NO. 1

(For Spring Planting)

- 50 choice assorted gladiolus, large blooming size bulbs.
- 50 choice assorted gladiolus, smaller blooming size
- 6 dahlias, assorted colors.
- 6 cannas, assorted colors
- 12 iris of high rating (no 2 alike).
- 6 bulbs, 2 each of three high ranking gladiolus;
Picardy (shrimp pink and apricot), Pelegrina
(finest of the dark blues), Red Phipps (choice
new red), all separately labeled.
- 130 select bulbs. Regular price \$5.75. Bargain price \$3.00
Postpaid

BARGAIN BULB COLLECTION NO. 2

(For Fall Planting)

- 40 tulip bulbs, assorted colors, No. 1 size
- 30 tulip bulbs assorted colors, No. 2 size (all will
bloom)
- 30 tulip bulbs mixture of light pink and yellow, No. 1
size
- 12 named iris (no 2 alike)
- 20 grape hyacinths, blue
- 3 standard peonies; 1 red, 1 white, 1 pink
- 135 choice bulbs. Regular price \$5.40. Bargain price \$3.00,
Postpaid.

Beauty With Bulbs

OUR PURPOSE—It is our purpose to discuss in an understandable manner, matters of interest to the home flower grower. Through a period of almost twenty years of bulbous flower growing, more than half of which has been in the commercial field, we have had an opportunity to study the likes and dislikes of many classes of bulbs. Of the thousand or more varieties which we have grown and observed we have found a majority too tempermental to be highly recommended to the average home flower grower. Of course the flower fancier with proper soil, sunshine, watering methods, fertilizer, etc., can grow exhibition flowers with practically any variety. Since the average flower gardener is the one with whom we deal it is only fair that the most dependable free flowering varieties be offered. If a certain variety has its faults they should be mentioned along with its virtues, so that the customer may not be misled.

We also have attempted to give in detail, proper methods of planting, cultivating, watering, fertilizing, harvesting and storing of the various bulb families so that "Beauty With Bulbs" may be a reference work, not merely a catalog.

OUR NEW LOCATION

Crowded condition and uncertainty of a water supply necessitated the purchase of lands outside of the city for growing purposes. Our new home is located two miles southwest of the city limits on the paved highway to Canyon Lake and Municipal Park. Here we have an abundance of water and eventually a balanced soil for bulb and plant growing.

Visitors are always welcome. Many find it interesting to select bulbs while flowers are in bloom that the color and other traits may be determined.

PERENNIALS ADDED TO OUR LIST

Because of an insistant demand for perennials of the better class we began a few years ago to plant and propagate some of the more important varieties. These we now list for the first time. Only strong, field-grown clumps are offered and these carry the same guarantee of satisfaction which has always characterized our bulb sales.

Complete descriptive list of these perennials will be found on another page.

THE DEPENDABILITY OF BULBOUS FLOWERS

Growing flowers from bulbs has been termed "the lazy man's way of getting posies." It has not only proven to be the easiest but the most dependable method. The past seasons of extreme drought have further discouraged the attempt to grow flowers from seeds, so flower growers are turning more and more to planting the various kinds of bulbs as a sure means of getting flowers.

Bulbous grown flowers need no coddling, they stand on their own feet with a positive stimulus to carry them along.

ACCLIMATED STOCK

In no region does acclimitizing mean more than it does here in the semi-arid Northwest. The hardiness of our Dakota grown products is known from coast to coast. No sturdier grains or grasses are produced anywhere. The same is true of our flower plantings. Some imported stock may be larger, as for instance Illinois corn, or Holland grown tulip bulbs, but such planting stock lacks the sturdiness or the substance that characterizes home grown products. The survival of the fittest is no better illustrated than here. With this in mind we have made it a practice to grow all imported stock at least one season before offering it for sale.

BULBS VS. BULBLETS

Some growers still cling to the idea that to gull the public is good business. They offer, for instance, an unusually large number of bulbs or plants for an incredibly small sum, an amount so ridiculously low that any common sense buyer should know better than to bite. The bulbs turn out to be nothing but bulblets and the plants, small, weak, hot-house seedlings which have no resistance when planted outside. If these were honestly advertised nobody would buy them.

A fictitious Holland concern using more than twenty aliases flooded this country the past season with advertisements offering to send more than 300 bulbs postpaid for only \$1.00. Thousands answered the ads and sent their money only to have their letter returned marked "fraudulent." There are a few unscrupulous dealers in this country who advertise bulblets for bulbs, and others who list a combination of perhaps bulbs, seeds, plants and shrubs at less than one fourth the cost of producing quality stock, and the whole caboodle is not worth carrying home. It requires time and effort to grow strong, sturdy, dependable stock but it has a real value and consequently must bring a higher price. The old adage, "The recollection of quality remains long after the price is forgotten" still holds good.

LISTING FEWER DAHLIAS AND GLADIOLUS THIS SEASON

For several years we have issued separate spring and fall bulletins. These separate bulletins will be discontinued and beginning with this number our catalog will carry a complete list of all bulbs for both spring and fall planting, as well as a line of standard perennials. In combining these descriptive lists of nearly 200 varieties it became necessary to cut somewhere so we decreased the number of dahlias and gladiolus, yet there is sufficient range in color and size to suit the fancy of the average flower grower.

TIME-TRIED VARIETIES

OUR SLOGAN: KEEP CLOSE TO THE TIME-TRIED VARIETIES UNLESS YOU HAVE AMPLE MEANS WITH WHICH TO EXPERIMENT. Please do not forget that any worthwhile variety will continue in commerce until it becomes low priced. Remember too that all propagators make every attempt to cash in on their own introductions.

If you have been growing any variety that must be coddled, throw it away. There are many other which are sturdy. You can't go wrong on such glads as Minuet, Mrs. Leon Douglas, Picardy, Pelegrina, Betty Nuthall, Allatross or Giant Nymph, nor on such time-tried dahlias as Jersey's Beauty, Jean Kerr, Frances Larrocco, LaToreador, Mrs. I. DeVerWarner or Judge Marean. Of course there are many other dependable ones but these are among the best for our local soil and climatic conditions. Tulips, iris and peonies are not so tempermental.

FERTILIZERS

For general use, fertilizers may be divided into two classes; commercial and natural. Commercial fertilizers might be termed high-powered because of their concentrate form and should be used very sparingly and with some knowledge of their composition. They give an artificial stimulus to plant growth but are soon washed out in the soil. Natural fertilizers such as ground bone, crushed lime rock, manures and leaf mold act more slowly on plant development but retain their value as soil builders over a long period. The two later also add the much needed humus to soil.

Natural fertilizers may be used with little danger to plant life. However, green manure should never be used in close proximity to bulbs or small plants.

If your soil is acidic, use lime or bone meal or both. If, on the other hand, the soil contains too much lime or gypsum, use manure or leaf mold to balance it.

THE MOST EFFECTIVE GRASSHOPPER POISON

Many customers have had difficulty in growing flowers and gardens because of the hopper pest. Here we give the most satisfactory formula we have ever used.

Dry mix 2 gallons of bran with one fourth pound of paris green. Stew 2 quarts of rhubarb (as for pies), let cool, then mix with half a pint of black molasses and add a small teaspoon of anise oil. Mix with the bran thoroughly. If mixture appears too dry add some water, as all of the mixture must be wet. Scatter after sundown or at daybreak. In scattering, press the particles into a pasty form and broadcast. Repeat every two weeks as long as necessary.

CORRECT WATERING METHODS

Never water until necessary, then soak the ground thoroughly. This will usually suffice for 10 days or 2 weeks. Do not fail to cultivate after each watering as soon as the surface is dry enough. A mulch of fine dirt to a depth of 2 inches is the ideal moisture conservant. The finer the mulch the better. Dig down to the roots of the plants and if the ground is moist the plant is not suffering from lack of moisture. Irrigation by applying water around the base of the plants is preferable to the sprinkling method. Never sprinkle the foliage of plants or flowers during the extreme heat of the day if possible to water in the evening. CULTIVATE OFTEN.

CLUB MEMBERSHIP DISCOUNT

A discount of 25% from regular list price will be allowed to garden clubs, church organizations and lodges on orders of 1000 bulbs or more to one address. Each individual member's order separately labeled.

OUR GUARANTEE

If bulbs or perennials purchased from us fail to grow or give you the satisfaction you have a right to expect, we will make an adjustment satisfactory to you. Furthermore, if because of drought, hail, hopper infection, or other cause beyond your control, you fail to obtain flowers from plantings received from us, we will, if notified of the loss, refill the original offer at half price. We are determined that your flower gardening be a success.

ALL RETAIL ORDERS POSTPAID. WHOLESALE CUT FLOWER QUOTATIONS F. O. B., RAPID CITY. Cut flower quotations, wholesale and retail upon request.

Gladiolus

(Spring Planting Only)

Because of its versatility and increasingly wide spread popularity the gladiolus should be named as our national flower. Excepting possibly the rose it outpoints any flower in existence. The modern gladiolus with its huge spike of six florets is a gorgeous bouquet in itself and, if cut when the first floret opens, will retain its beauty for two weeks. Their dependability as cut flowers, their wide range of colors, ease of culture and their present low cost should earn for them a place in every flower garden.

PLANTING DIRECTIONS—Give the glad as much room and sunlight as possible. Plant from 4 to 8 inches apart and 4 to 6 inches deep according to the size of the bulb. Deep planting affords greater resistance against spikes being blown over by the wind. For a succession of blooms plant from April 15th to July 1st. Cultivate often and soak thoroughly when watering. Never use fresh manure or strong chemical commercial fertilizer in close proximity to the bulbs. There is nothing better than bone meal or leaf mold for gladiolus and all others bulbs, plants and flowers.

DIGGING AND STORING—Bulbs should be dug as soon as the top turns brown or may be dug before if they are endangered by freezing. Bulbs and bulblets make their fastest growth the last 30 days of the growing period. They should not be exposed to the burning sun. Cut tops off close to the bulb. Store in shallow trays. We use peach crates with screen bottoms. Bulblets and other residue may easily be cleaned from the bulb by December 1st.

LIST OF STANDARD GLADIOLUS (Labeled and postpaid)

All bulbs are blooming size, one and one-fourth inches or more in diameter unless otherwise noted. They are best by selection, and are guaranteed to grow and bloom under normal conditions. Uniformly priced; 3 of a variety labeled 12c, 6-20c, 35-\$1.00. One hundred bulbs not labeled \$2.50, 50 at the 100 rate. Small bulbs three-fourths to one inch in diameter at half price when in stock.

BREAK O'DAY, Apricot and light pink with a green tinge.

BETTY NUTHALL, Glowing orange-pink with apricot throat and carmine feathering. Tall, vigorous and dependable.

BROWN WINGS, Novelty combination of brown and tan.

CARDINAL PRINCE, A deep pure red.

DR. F. E. BENNETT, Deep peach red, Extremely large florets.

E. I. FARRINGTON, Rich soft yellow. No markings.

GOLD EAGLE, Clear yellow flower of good substance.

GLADDIE BOY, Salmon pink.

GOLDEN DREAM, the best commercial yellow to date. Good grower and propagator.

GIANT NYMPH, Giant flowering rose pink with creamy throat. Dependable in every way.

GLORIANA, Golden-salmon with clear yellow throat.

LOS ANGELES, Rose pink. A good multiplier.

MRS. LEON DOUGLAS, Magnificent begonia-rose flower on a stately spike. Among the best.

NANCY HANKS, Rich peach-red shading to orange pink.

ORANGE QUEEN, Tall light orange on a good stem. Good propagator.

YVONNE, Blush-white with cerise throat blotch.

THE FOLLOWING LIST INCLUDES SOME OF THE
LATER ORIGINATIONS OF CHOICE VARIETIES

Uniformly priced, 3 of a variety labeled 15c, 12-50c, 25-\$1.00, \$3.50 per hundred, 50 at the hundred rate.

ALBATROSS, Large pure white. One of the best in cultivation. Good spike with many florets open at a time. Good propagator.

AFLAME, Begonia rose shading to a bright orange. Huge florets.

AVE MARIA, Good light blue with purplish blotch.

COMMANDER KOEHL, Magnificent dark scarlet-red, tall spike and strong plant with large florets. Probably the best red to date.

MAMMOTH WHITE, Large pure white, tall spike with florets 5 to 6 inches in diameter. One of the two best whites.

MARMORA, Rich lavender-grey sometimes spotted cherry red. An exhibition flower on a giant spike.

MINUET, A gorgeous clear lavender. Flowers are perfectly arranged on a massive spike.

MOTHER MACHREE, A soft smoky-lavender combined with orange and grey. Something different in gladious.

PICARDY, A clear shrimp pink of immense size with 8 to 10 florets open at on time. It now ranks first and has for the past four seasons.

PELEGRINA, Early large deep blue of violet hue. Very dependable and a wonderful propagator. By far the best in its class.

PAUL PFITZER, An enormous rich velvety-purple flower, with strong spike.

RED PHIPPS, A good light red ranked as the best by some. Fair propagator.

THE AMERICAN GLADIOLUS SOCIETY'S VOTE ON FAVORITES IN 1927

(The twenty highest in order of rank)

- | | |
|---------------------|-----------------------|
| 1. Picardy | 11. Pelegina |
| 2. Maquet | 12. Mammoth White |
| 3. Commander Kochl | 13. Dr. F. E. Bennett |
| 4. Betty Nuthall | 14. Wasaga |
| 5. Mother Machree | 15. Star of Bethlehem |
| 6. Marmora | 16. Albatross |
| 7. Maid of Orleans | 17. Salbach's Orchid |
| 8. Mr. W. H. Phipps | 18. Pfitzer's Triumph |
| 9. Bagdad | 19. Aflame |
| 10. Mildred Louise | 20. Rosemarie Pfitzer |



Dahlias

(Spring planting only)

The dahlia is the most aristocratic of the bulbous flower family and the most gorgeous of all flowers. Its continuity of bloom places it in first rank. Few flowers can compare with the dahlia in variety of formation, size, color and general beauty. Perhaps no flower has made greater advance in the last decade. Under favorable conditions they are easy to grow. Ofttimes the novice is able to produce the best flower in the show.

CARE AND CULTIVATION—Dahlias should have as much room and sunshine as possible. Soil that will grow good garden will usually grow good dahlias. Plant 2 to 2½ feet apart each way and 5 to 6 inches deep. Lay the tuber flat down with the sprout facing up, then fill into ground level. When plants are two feet high apply a dressing of well rotted manure and hoe into soil. Cultivate freely. Plant whenever the ground seems dry and warm enough, about May 1st to 15th in the Northwest. For finest flowers allow not more than two stalks to grow in a hill. To avoid plants being blown over they should be well tied to strong stakes. In staking use care not to drive the stake through the tuber. Very few insect pests bother dahlias. A spray of Black Leaf Forty used with weak soap suds will usually take care of insects that ravage dahlias and other flowering plants. Use care that the lower side as well as the upper side of the foliage is sprayed.

DIGGING AND STORING—For the benefit of those unaccustomed to handling dahlia tubers and to those who have experienced difficulty in wintering them we give herewith our own experience. In digging lift the clumps carefully lest the neck of the tuber be broken. Leave outside only long enough to dry off BUT NOT DRY OUT. Remove to basement and keep cool. Leave plenty of dirt on clumps. Pack at once. In packing use metal containers not deeper than 12 inches, first placing an inch or so of dust or dry sand in bottom of container. Fill with clumps leaving space of 3 inches at top for packing material, then finish filling container with material you are using, either dust or dry sand. Never cover top of container nor use cloddy dirt. Examine tubers often and if too moist remove and dry off, then repack.

GENERAL LIST OF DAHLIAS

The varieties herewith described are among the best in their respective classes. Each and every tuber we send is guaranteed to grow and give you the returns you have a right to expect. They are priced so that you can afford to grow them.—NOTE: We do not handle inferior mixed dahlias.

TYPES OF DAHLIAS—Decorative (D) Double flowers with broad flat florets which are straight or recurved. Cactus (C) Fluted type with quilled or rolled petals. After each variety is listed its type, also diameter of the flower in inches.

- FORT MONMOUTH** (D) 8-10. A spectacular flower of crimson-maroon. Bush and stem of best quality. We have cut specimen blooms measuring 12 inches in diameter. Each 40c.
- FRANCES LAROCCO** (D) 5-6, Clear canary yellow. A prolific flowering sort, the best in its class. Each 25c.
- JEAN KERR** (D) 5-7, The best commercial white grown. Blooms early and profusely. Each 25c.
- JERSEY'S BEAUTY** (D) 6-8, Soft pleasing shade of rose-pink. This variety has held first rank for years. Each 25c.
- JOSEPHINE G.** (C) 5-6, Rose-pink slightly larger and more loosely formed bloom than Jersey's Beauty. Very dependable. Each 40c.
- JUDGE MAREAN** (D) 6-8, Rose-red shaded martinus-yellow, in changeable coloring as the season advances. An old variety but one of the best. Each 30c.
- LE TOREADOR** (D) 6-7, Vivid red and very free blooming.
- LORD OF AUTUMN** (D) 8-10. Immense flower of deep golden-yellow, often measuring 11 inches in diameter and 8 inches deep. Each 75c.
- MRS. I. D. VerWARNER** (D) 8-9, Deep mauve-pink. A flower by which all others of its class are judged. Each 25c.
- MURPHY'S MASTERPIECE** (D) 8-10. Flaming red of exhibition size. Each 75c.
- NATHAN HALE** (D) 6-8. The most dependable of the bronzy-red varieties. Always in bloom. Each 40c.
- THE COMMODORE** (D) 9-12. Largest of the yellows. A low growing bush with flowers almost hidden by foliage. Each 35c.

Cannas

(Spring planting only)

Cannas make a wonderful showing during the late summer and through out the fall with their intense color and stately appearance. They are our finest foliage plant and always present an added attraction. Easily grown, requiring rich soil and plenty of water. Store through the winter the same as dahlias. We list four outstanding varieties. Uniformly priced at 15c each. One root of each, 50c postpaid.

HUNGARIA, LaFrance pink, green foliage, 3½ feet.

KING HUMBERT, Dazzling orange, purplish-brown foliage, 4½ feet.

YELLOW KING HUMBERT, Bright yellow beautifully marked with crimson dots, green foliage, 4 feet.

THE PRESIDENT, Immense flaming-scarlet, green foliage, perhaps the finest canna ever introduced, 3 feet.

Iris

(Spring or fall planting)

With the delicacy of the orchid, the multi-color of the rainbow and its hardiness and dependability all its own the iris is rapidly taking its place among the flowers of distinction. It is practically insect and disease resistant, will grow anywhere and can be planted at any time of the year when the ground is not frozen.

CULTURAL METHODS—Cultivate Iris occasionally but water very seldom after once started because they do not thrive with wet feet. They should be lifted, separated and reset about every two years to assure large flowers. The only disease which seems to destroy iris here is root-rot. The roots become soft and watery and the foliage turns brown and dies down. We suggest the following remedy:—Lift the clumps and turn upside down on the ground with the roots exposed to the sun for a period of a week or so. Then trim off the affected roots and replant, throwing out all original dirt and filling in with new soil.

The varieties herewith listed have been carefully selected as regards substance, color and general usefulness. Most of them rate 880 or better according to the rating of the American Iris Society. They are among the finest of the medium priced varieties and priced so low that everyone can afford a fine iris garden. This is your opportunity to get started with good named iris.

All varieties uniformly priced at 10c each, 3 for 25c, 15 for \$1.00, postpaid, unless otherwise noted. In the list following the letter "S" means the standard or upright petals, the letter "F" means the falling or drooping petals.

AMBASSADEUR, An aristocrat among irises. An immense flower with reddish-violet standards and dark velvety purple-maroon falls. Height 36 inches.

ARCHEVEQUE, Standards deep purple-violet, falls deep rich velvety violet. Height 30 inches.

CORRIDA, S. Light violet, F. deeper blue. 42 inches.

DOLLY MADISON, S. mauve with yellow base, F. lilac tinged gold, orange beard. 36 inches. Each 15c.

DUKE OF BEDFORD, A magnificent iris, S. and F. rich deep violet-purple 36 inches. Each 25c.

FREIDA MOHR, Light pinkish-lilac standards and deep lilac-rose falls. 44 inches. Each 25c.

GEORGIA, S and F. Phlox purple, light center and white beard tipped orange. 30 inches.

GOLD IMPERIAL, Pure chrome yellow. 36 inches.

REH MAJESTY, S rose-pink, F. bright crimson.

JUANITA, S. and F. sky-blue. Pleasantly fragrant.

LENT A. WILLIAMSON, S. camapnula-violet. F. velvety purple, beard yellow. 40 inches.

MADAME CHOBOUT, S. creamy-pink with bronze-red, F. white with purple tip. 30 inches.

MOTHER OF PEARL, S. and F. light lavender with creamy undertone. 30 inches.

MIDGARD, Exquisite blending of pink and yellow. 36 inches. Each 25c.

MAJESTIC, S. light lavender, F. rich velvety-raisin-purple. 40 inches. Each 25c.

PARC de NUILLY, S. and F. of navy blue with reddish tinge. 32 inches.

PROSPER LAUGIER, S. light bronze-red. F. velvety-purple with orange beard. 30 inches.

PROSPERO, S. deep lavender, F. deep reddish-purple. 48 inches.

QUEEN CATERINA, S. and F. pale lavender with yellow beard. 42 inches.

RHEIN NIXE, S. white, F. pansy-violet. 40 inches.

SHEKINAH, S. and F. pale lemon-yellow. 36 inches.

SEMINOLE, S. violet-rose. F. rich velvety crimson. 30 inches.

WHITE KNIGHT, Beautiful snow-white without markings. 22 inches.

WEDGEWOOD, S. and F. an even tone of rich blue. 42 inches. Each 25c.

WILLIAM MOHR, S. dark lilac, F. manganese-violet. Enormous flowers. No other iris equals it. 40 inches. Each 35c.

SPECIAL OFFER—ONE DIVISION OF EACH OF ABOVE, 25 CHOICE VARIETIES \$2.00, POSTPAID

Tulips

(Fall Planting Only)

Of all the spring flowers none are more popular and attractive than the tulips. Planted in groups among the perennials or along the borders or in rows or beds in the open garden they furnish that intense color effect not found in other flowers. They are easy to grow and, if properly cared for, will multiply from year to year. They are now priced very low and should be planted very liberally.

TYPES AND VARIETIES—There are several types of tulips obtainable—the Darwins, Breeders, Cottage, Parrot, Single and Double Early, Rembrandt, and others. However, the first three mentioned types comprise most of the tulips in commerce. The **Darwin** varieties make up the largest list and are distinguished by their brilliancy and clearness of color and semi-rounded tip of petal. Pastel, opaque and dullness of color set the **Breeder** varieties apart from others. **Cottage** tulips are the daintiest of the three classes and seem well nigh related to the lily because of their graceful poise and pointed reflex petals which in some varieties are daintily tipped and outlined. **Triumph** tulips, a strain of new tulips of larger flower with heavier stems, bloom ten days earlier than the Darwins. **Parrot** tulips have larger flowers with lacinated petals and lovely color combinations. These resemble parrot mouths from whence they take their name. **Rembrandt** tulips are made up of a type having delicate shades with marbled and streaked petals.

GENERAL CHARACTERISTICS—Tulips are gross feeders and deplete soil fertility very rapidly, thus they should be planted in rich soil and lifted (dug) at least every two years. Soil should be fertilized at least one season in advance of planting if manure is to be used. NEVER USE FRESH MANURE WITH TULIP BULBS AT PLANTING TIME, NOR COMMERCIAL FERTILIZER EXCEPT BONE MEAL. If necessary to use fertilizer at planting time bone meal or leaf mold (rotted leaves) mixed with the soil is very beneficial and always safe. The leaching method of fertilization can always be depended upon and is easily handled, i.e., after bulbs become rooted in the fall and before the ground freezes apply a heavy covering of manure, then soak down well.

CULTURE—Planting should be done early in the fall that bulbs may become well rooted before the ground freezes—about September 20th to October 20th in this locality. Plant five to six inches deep and six inches apart. Well drained soil, either in sun or shade, is suitable but never plant on the south or west side of a building against a concrete foundation unless kept exceptionally well watered. Frequent spring waterings in any location make for longer stems and larger flowers.

DIGGING—When tops turn yellow and die down tulips should be dug. This usually occurs about July 1st. If lifted at this time the brown husk of the bulb will remain intact and protect the bulb which is very susceptible to bruises. If dug too late the husk will crack and peel thus exposing the tender meat or the bulb.

STORING—Bulbs should be stored in a shady, well ventilated place but not in a basement, as none are sufficiently aired and most are too damp.

TRANSPLANT OFTEN—The natural tendency of tulip bulbs is to break up or divide into smaller bulbs and this occurs whether planted in rich or poor soil. In order to give the bulbs room to develop they should be transplanted every two years. Practically any variety of a tulip bulb three-fourths of an inch in diameter grown in this country will produce a nice bloom. Any bulbs which we send out have bloomed the past season, and of course will produce finer flowers the following season. They average more than one inch in diameter.

REGARDING PRICES—The wholesale prices of all classes of Dutch bulbs have materially advanced due to the added duty and other restrictions. In order that our customers may obtain bulbs at the lowest prices we do not import but grow our own bulbs. These are fully acclimated and always hardier than those imported.

GENERAL LIST OF TULIPS

Abbreviation of types: D-Darwin, B-Breeder, C-Cottage. All bulbs blooming size unless otherwise noted. Uniformly priced at 5c each, 50c per dozen, \$3.00 per hundred, unless otherwise noted. Six bulbs at the dozen rate, 50 bulbs at the hundred rate. No. 2 flowering size bulbs in practically all varieties at one-third off above prices. Small planting stock two-thirds off above prizes.

AFTERGLOW, D. Deep orange-red with buff border, changeable colors.

BARONNE DE LA TONNAYE, D. Rose edged blue-white, pink shading.

BLEU AMIABLE, D. Purplish-lavender.

BRONZE QUEEN, B. Soft buff, tinted gold and yellow inside.

CARDINAL MANNING, B. Large bloom of deep rose-lilac blended with bronze.

CLARA BUTT, D. Clear salmon-rose pink.

CRAMOISIE BRILLIANT, Parrot tulip. Fiery-erimson, black markings.
Each 7c, 75c per dozen.

DREAM, D. Soft uniform lilac, large flower.

EDMEE, D. Dark crimson with light center.

FANTASY, A new and rare parrot tulip. Perhaps the loveliest in cultivation. A large flower of beautiful salmon-pink with lacinated petals and touches of apple-green on back. Each 10c, \$1.00 per dozen. \$6.00 per hundred.

GESNERIANA LUTEA, C. Rich buttercup yellow. The best in its class.

GESNERIANA MAJOR, C. Crimson-scarlet with dark blue center.

- GLOW**, D. Brilliant red, very dependable.
- GOLDEN BRONZE**, B. Light brownish-yellow, flushed heliotrope.
- GRETCHEN**, D. Flesh-pink, large wide open flowers, very dependable.
25c per dozen, \$1.50 per hundred.
- INGLESCOMBE YELLOW**, C. Glossy canary-yellow.
- ISABELLA**, C. Large wide open flower of cerise mingled with pink. Short stem.
- LE MERVEILLE**, C. Chinese-scarlet suffused with apricot-orange, immense flowers but stem rather weak.
- MARKGRAFF VON BADEN**, Parrot tulip. Brownish red, orange and purple Yellow inside. Each 7c, 75c per dozen.
- OSMONE**, D. Dark red.
- OUIDA**, D. Crimson-red.
- PAINTED LADY**, D. Creamy pink with darker flecks. 25c per dozen, \$1.50 per hundred.
- POLLUX**, Triumph tulip. Large purple velvet with dark center. Each 7c, 75c per dozen.
- PARIS**, D. Rich red with light center.
- PERFECTA**, Lovely parrot tulip with color combination of bronze, apricot and yellow. Each 7c, 75c per dozen, \$5.00 per hundred.
- PRIMROSE BEAUTY**, D. Flesh pink. 25c per dozen, \$1.50 per hundred.
- PSYCHE**, D. Creamy-white. 25c per dozen, \$1.50 per hundred.
- U. S. A.**, Triumph tulip. Orange-red with yellow edge. Large flower on strong stems. Each 7c, 75c per dozen.
- W. T. WARE**, C. Deep golden-yellow.
- ZULU**, D. Dark purplish-wine color, almost black.
- URSA MINOR**, Triumph tulip. Golden-yellow, very outstanding. 10c each, \$1.00 per dozen.
- MIXED DARWIN, BREEDER AND COTTAGE** 50c per doz., \$2.60 per 100.
- MIXED PARROT, TRIUMPH, REMBRANDT** 75c per doz., \$5.00 per 100.

Peonies

(Fall Planting Only)

Our most gorgeous perennial can be successfully grown practically anywhere other flowers survive. Any soil that will grow good garden will usually grow strong, healthy peonies if they are properly selected and planted. Never plant under big trees. The root system of the peony is far more important than the number of eyes since it is the roots which force the eyes (new shoots) and not the shoots that develop the root system. Too many eyes produce small flowers if they produce any. Too much cannot be expected of peonies the first season although a strong, well-rooted plant properly set might produce some blooms. They develop rapidly after becoming well established. They should be planted with the eyes not more than one to two inches below the surface. **DEEP PLANTED PEONIES WILL NOT BLOOM.** Early fall planting is recommended, say September 1st to October 15th in this region, that the root system may develop before the ground freezes. Soak well after planting. A light mulch is beneficial the first winter, not to keep the roots from freezing but to prevent the ground from cracking and heaving during the early spring. Fresh manure should never be used in close proximity to the roots but may spaded into the surface before watering. Bone meal is always a safe fertilizer when planting.

PEONY VARIETIES—The following peonies all rank above 7.5 (10 being considered a perfect score according to the American Peony Society's rating.) The respective ranking in figures follows each variety.

EDULUS SUPERBA, 7.6. Deep pink, early and dependable. 35c, three divisions \$1.00.

EMILIE LEMOINE, 8.1 Pure white, 35c, three \$1.00.

FESTIVA MAXIMA, 9.3. White with tip of petals flecked crimson. This is the oldest of our really good peonies. 35c, three \$1.00.

KARL ROSEFIELD, 8.8. A brilliant and striking red. Fine cut flower. 45c, three \$1.25.

LONGFELLOW, 9.0. Bright crimson. An exhibition flower on strong stems. 65c, three \$1.75.

MONS JULES ELIE, 9.3. The largest of the globe type pinks. One of the best pinks in commerce. 45c, three \$1.25.

MONS MARTIN CAHUZAC, 8.8. The darkest red peony grown. Strong, vigorous and free blooming. 75c, three \$2.00.

PHILIPPE REVOIRE, 9.9. Very fine bright crimson, beautiful form and splendid in growth. Most fragrant of the reds. A fine exhibition flower. Rated by some as the best all around red in cultivation. Each 90c, three \$2.50.

QUEEN VICTORIA, 7.8. Creamy-white. 35c, three for \$1.00.

RICHARD CARVEL, 8.8. Very dependable crimson. 35c, three \$1.00.

SARAH BERNHARDT, 9.0. Apple blossom pink with silver tipped petals. 45c, three \$1.25.

SOLANGE, 9.7. Deep orange-salmon with Havana brown center. One of the newer outstanding varieties. 65c, three \$1.75.

THERESE, Immense flower of rich pink, fading toward the center and illuminated by a golden yellow glow in the depths. One of the three best peonies in cultivation. 75c, three \$2.00.

SPECIAL OFFER—One division of each of the above 13 choice peonies only \$5.00 postpaid. This is one of the finest peony collections ever offered regardless of the price.

Lilies

(Fall or early spring planting)

We have selected only those varieties which do well here. Lilies of all kinds should have a good drainage and, of course, will do better in a light sandy soil. However, by placing a few handfuls of coarse sand under and around each bulb a heavy soil condition may be partly overcome. Use water sparingly especially when bulbs are dormant. Most lilies propagate fairly well either by stem rooting, bulb rooting or from seed. The following varieties uniformly priced at 20c each, \$2.00 per dozen, 6 at the dozen rate unless otherwise noted.

ELEGANS, flowers of a rich dark coppery-crimson with darker spots. blooms in July. Height 18 inches. Plant 5 inches deep. Each 10c, \$1.00 per dozen.

REGAL, Magnificent blooms of white suffused pink with canary-yellow center. A gorgeous flower and delightfully fragrant but does not propagate quite so well as some other lilies. Plant 6 inches deep.

HENRYI, A new Japanese lily of wonderful hardiness. Large, bright, orange-yellow flowers. Plant 5 inches deep.

TENUIFOLIUM, The daintiest of all lilies and perhaps the favorite for this region. Its flower head is a riot of bright scarlet flowers with beautiful and graceful recurved petals during the blooming season. Plant 4 inches deep.

TIGER, Single—early or late varieties. Orange-scarlet, spotted crimson. Each 10c, \$1.00 per dozen.

DAY LILIES, Although belonging to the lily order it is grown from roots as are other perennials. Propagates easily and the roots multiply rapidly. Coppery orange color shading to crimson, 3 feet tall. Each 15c, \$1.50 per dozen.

SPECIAL OFFER—One each of the above six lilies \$1.00 postpaid.

Perennials

Perennials should be well cultivated, fertilized and watered. For finest flowers keep all old blooms and stalks cut out. Most types should be reset every two years to prevent roots from becoming root-bound. In our perennials you have the advantage of freshly dug, thoroughly acclimated stock. In most cases we furnish strong clump divisions which keep right on growing and are not stunted by resetting as is the case with small weak plants. Each and every perennial we send out is guaranteed to grow and will be replaced to your satisfaction. The following uniformly priced at \$1.60 per dozen, 7 divisions \$1.00, each 15c, unless otherwise noted.

We recommend early spring planting in this region for practically all perennials. If fall planted it should be done early. Plants should be well watered and coarsely mulched the first winter.

ANTHEMIS—Golden Marguerite. Large golden-yellow flowers with finely cut foliage. Prolific blooming and does well even in the poorest soil. Each 10c. \$1.00 per dozen.

AQUILEGIA—Columbine. Graceful and beautiful perennials noteworthy for the charm of their flowers. Ideal in a partly shaded locality. Practically all colors are to be found in the types which we have selected. We offer **Dobbie's Imperial Hybrids**, **Scott Elliott's Long Spurred Hybrids**, and common varieties.

BOLTONIA ASTER—Asteroides. Being closely allied to the aster they are most graceful in habit and suited for the mixed border or the wild garden. White, 4 to 5 feet high.

COREOPSIS—Tickseed. The **Grandiflora**, an improved strain with large bright yellow flowers for all occasions. Will multiply rapidly from root divisions or seed.

DELPHINIUM CHINESE—Chinese Delphinium—indigo blue. A lovely flower for mass planting or for the border. Grows 12 to 20 inches high and is more dependable for this region than the tall Delphiniums. Always in bloom.

GAILLARDIA—Blanket Flower. This improved English strain of Giant Hybrids includes lovely shades of orange, yellow and red. Will do well even in seasons of extreme drought. Plant in a sunny location. Mulch lightly for winter protection.

GOLDEN GLOW—A popular, hardy plant growing 6 to 7 feet high and producing masses of large, double, golden-yellow flowers like miniature dahlias. Will grow anywhere.

HESPERIS—Sweet Rocket. A popular old garden flower of intense fragrance. Will multiply rapidly and freely produce themselves from seed. The **Matronalis** variety of showy, purple flowers blooms in June and July. Height 2 to 3 feet.

LILY-OF-THE-VALLEY—One of our sweetest garden flowers, grows in any soil and is one of the few flowers which does well under the shade of trees. The most pleasantly fragrant of all flowers.

ORIENTAL POPPY—This outstanding introduction with its immense blooms of intense hue adds dignity to any flower garden. Plant only in early fall—August or September. We offer only **Beauty of Livemore**, the finest dark crimson with black blotch.

SWEET WILLIAM—Sweet Wivelsfield. In reality a biennial but usually reproduces from seed so that it flowers continuously from year to year. Its range of color is through all shades of pink, rose and maroon with many markings. Keep all old flowers cut off.

GRAPE HYACINTHS—Muscari. This charming flower of rich indigo blue is grown from bulbs and does well anywhere. May be planted in the border or in small clumps at the edge of the flower bed. Oftentime in bloom before the snow is gone. Height 5 to 6 inches. 50c per dozen.

Rhubarb

VICTORIA Variety is the finest for pies and sauces. For best results rhubarb should be planted in a permanent location. Dig a hole a foot in diameter and 18 inches deep, fill in with a mixture of manure and dirt to a depth of 12 inches before planting. Keep well watered. 6 strong roots \$1.00.

Strawberry Plants

SCARLET GEM—The outstanding ever bearing variety of this region, even surpassing the well known Mastadon variety for uniform size of berry and in substance of fruit. It is prolific both in fruit production and reproduction of plants. The foliage of SCARLET GEM is not affected by lime and gypsum soils as are most varieties which invariably turn yellow. This is the nearest to perfection of any strawberry ever originated and can be successfully grown where others have failed. Our quotations on this splendid variety are approximately wholesale. \$1.25 per 100, \$5.00 per 500, postpaid.

A FEW BOUQUETS

September 1, 1937

I want to tell you about the regal lilies which I purchased from you several years ago. We recently lifted and replanted them. Some of the bulbs were as large as teacups and have as many as nine blooms on each stalk. The regals planted late this spring also bloomed surprising well.—Mrs. James Noble, 917-9th Street, Rapid City.

*__*__*__*__*

September 10, 1937.

The tulips which I bought from you two years ago have been simply gorgeous. This fall we dug more than a thousand bulbs from these plantings and replanted them at our summer cabin.—Mrs. Leo Peterson, 920 St. Joe Street, Rapid City.

—NOTE: In the original planting each of two yellows (W. T. Ware and Gesneriana Lutea) were used as borders, the mass planting comprised 200 bulbs of assorted colors. It was the finest display we have ever seen.

*__*__*__*__*

October 15, 1937

Will you please send me another one of your bulletins with instructions for winter storage of dahlia bulbs. I have mislaid mine. I had the finest dahlias I ever saw and want to save the bulbs if I can. I will want some more of different varieties next spring.—W. R. Bondurant, Postmaster, Fruitdale, South Dakota.

*__*__*__*__*

I have had good luck with your dahlias and will want some more next season. Send me another catalog.—Henry Huscher, Head Gardener, for F. O. Butler Estate, Hot Springs, S. D.

*__*__*__*__*

October 1, 1937

The glads have been wonderful all summer long and were still blooming when freezing cut them down. The cannas were fine too, but I don't know whether I can keep the roots through till spring.—A. E. Smith, Station Agent, Nisland, S. D.

*__*__*__*__*

November 1, 1937.

Some of the clumps of oriental poppies from your place I divided before I set them out, so now I have more plants than I bought. I have tried many times without success to get oriental poppies started but these heavy clumps are growing 100%.—Mrs. E. Dale, Canyon Lake Drive, Rapid City.

September 15, 1937.

Please bring me 200 more tulip bulbs of the assorted colors. I shall want about 300 more gladiolus bulbs in the spring. The tulips and gladiolus that we bought from you last season were wonderful, and the dahlias were the finest we have ever seen. Every one of the perennials and peonies grew and bloomed and I would like to know something about resetting them.—Mrs. O. F. Kepp, Park Ridge, Rapid City.

NOTE: During the past two season's more than \$50.00 worth of our bulbs and perennials have been planted at the beautiful new Top-o'-the-World home of the Kepp's.

A REPRESENTATIVE LIST OF A FEW GROWERS OF OUR BULBS
AND PERENNIALS

SOUTH DAKOTA

Aberdeen, Mrs. C. S. Owens
Belle Fourche, Sidney Lang
Belvidere, Rev. C. H. McCormick
Clark, C. H. Miller
Deadwood, L. R. Sharpe
Highmore, A. G. Tagg
Huron, Walker, the Florist
Lead, Mrs. J. R. Richardson
Newell, Mrs. Harry Townsend
Spearfish, Mrs. Otto Uhlig
St. Onge, George VanBuskirk
Sioux Falls, Mrs. R. W. Lubric
Sturgis, Mrs. E. V. Morrill
White Lake, Allen DeGroff
Whitewood, Mrs. J. E. Noe
Witten, Rev. A. H. Bonner
Wasta, Mrs. A. A. Heinemann

NORTH DAKOTA

Bowman, Rhoda E. Walker
Bucyrus, Mrs. H. K. Fadness
Jamestown, W. A. Stuckenberg
Minot, Mrs. George Page

MONTANA

Baker, W. R. Pickard
Laurel, Mrs. Nels Verdaht

MINNESOTA

Lakefield, A. E. Comstock
New Ulm, Mrs. Geo. M. Dietz

NEBRASKA

Chadron, Schayler Pillsbury
Columbus, George A. Doll
Scottsbluff, E. A. Schardon
Whitney, Lee Norman

Rapid City—Mesdames E. M. Reeves, H. R. Range, C. J. Buell, George Williams, C. A. Quarnberg, H. W. Zolpher, C. W. Hill, A. B. Flisnes, Harry Johnson, B. A. Stewart, L. M. Tims, Alma Bennett, J. R. Brennan, George Bond, W. E. Morse, Messrs. Ted Scholl, Chet Adams, H. A. Stenger, Joseph Cawley, C. R. Holland, Frank Gardner and many others.

Parks and Estates using our plantings—

Rapid City, Pierre, Huron, and Deadwood City Parks; Belle Fourche Sugar Plant; South Dakota State Cement Plant; Radio Station K.G.F.X., Pierre; Pine Lawn Memorial Park, Rapid City; F. O. Butler Estate, Hot Springs.

BACK TO NATURE

A writer recently stated that more than ten million people in this country were hobby riding. No doubt the number who cultivate hobbies of one sort or another is far in excess of this figure. Very seldom do we meet one who does not enjoy a particular pet pursuit. We have the stamp collector, coin collector, cario collector, art collector, the rent collector, and various and sundry collectors ad infinitum. Mark Twain, the humorist, collected echoes. Not to be outdone Bill Nye collected knotholes and many are those who collect what-nots. Thus pastimes differ as do human make-ups. These safety valves are in reality the spice of life.

The man in the shop longs for the evening whistle that he may bring his garden tools into play. He dreams of the time when he will be free to devote his entire efforts to his little acreage. The miner with pick and shovel digs and scratches away in quest of hidden treasure which lures him. Thus through man's natural affinity for the soil he finds relief from the monotony of the daily grind.

Natures pastime of digging in the dirt aptly applies to all stages of man's development. From the time when as a little shaver he sneaked his mother's spoons to carve dugouts or mix mud pies he has been wont to dig in the dirt. As a child it was play, as a grown-up his efforts are directed at producing from his diggings something of real worth; minerals, farm crops, vegetables, flowers.

This eternal gamble with the soil and the elements constitutes the very essence of mining, of agriculture, or horticulture and floriculture. Thus we have in man's oldest and most natural hobby that combination of outdoor exercise and nature study which has lengthened his span of life. Through this close relationship he is goaded on by that innate desire to produce something better, to grow superior grains, hardier shrubs, more luscious fruits, lovelier flowers.

For nature's gifts we daily yearn,
They beckon us at every turn.

The following lines of the great Naturalist, John Burroughs, and the incidents relative to his abundant life fittingly illustrate man's inseparable relationship to nature.

"MY OWN SHALL COME TO ME"

Way back in Civil War days a young man named Burroughs wrote some stanzas he called "Waiting." It was his first and only attempt at poetry. Having finished these verses, he read them to his friend, Walt Whitman. Had Whitman not liked them, the chances are that Burroughs would have torn them up, but thanks to Whitman we have one of the most beautiful, simple poems in the English language.

"WAITING"

Serene, I fold my hands and wait, nor care for wind nor tide nor sea;
I rave no more against time or fate, for lo! my own shall come to me.
I stay my haste, I make delays, for what avails this eager place?
I stand amid the eternal ways, and what is mine shall know my face.

Asleep, awake, by night or day, the friends I seek are seeking me,
No wind can drive my bark astray nor change the tide of destiny.
What matter if I stand alone? I wait with joy the coming years;
My heart shall reap where it has sown and garner up its fruit of tears.

The waters know their own, and draw the brook that springs in yonder
height;
So flows the good with equal law unto the soul of pure delight.
The stars come nightly to the sky; the tidal wave unto the sea;
Nor time, nor space, nor deep, nor high, can keep my own away from me.

That thought, "My Own Shall Come To Me," is the hub of Burrough's philosophy. He became convinced as a young man that his own would come to him—if he hustled sufficiently—and events proved him to be absolutely correct. Fame came to him, and fortune and friends and wisdom. Understanding came to him of everything that runs or flies or creeps. He could converse with birds or beasts. Nature returned his love of her and bestowed vision and peace and serenity upon him.

In a strenuous age, when the race to get ahead of the other fellow has ruined our digestions, John Burroughs stayed sweet and sane and calm. He waited for his own to come to him. The most strenuous man in America was one of those who "came to him." Theodore Roosevelt, when he was President, did not command him to the White House. No, he steamed up the Hudson on the Presidential yacht to meet his beloved "John o' Birds," on his hilltop retreat. The greatest inventive genius in the world, Thomas A. Edison, came to him. The railroad builder, E. H. Harriman, came to him, and carried him off to Alaska in a special train. The industrial wizard, Henry Ford, came to him. These were his friends and playmates. They all came to "Slabsides," his bark-covered cabin, to sit at his feet and gain wisdom. Everybody came. In these days when the pace of life is so swift and the game of grab so quick and bitter, we need the message of John Burroughs.

Black Hills Grown Means Hardier

MEMORANDUM

Black Hills Grown Means Hardier

MEMORANDUM

10 thousand choice tulip bulbs
included free with orders

TULIPS are the finest of all the spring flowers, and we are sure you will be interested in securing a nice bed of them at no extra cost. Here is our method of distributing our surplus TULIP bulbs among our customers. Until our available surplus is exhausted we will include, ABSOLUTELY FREE, these choice blooming size bulbs with your orders on the following basis:

WITH \$1.00 ORDERS, 12 FREE BULBS
WITH \$2.00 ORDERS, 25 FREE BULBS
WITH \$3.00 ORDERS, 50 FREE BULBS
WITH \$5.00 ORDERS, 100 FREE BULBS
WITH \$10.00 ORDERS, 200 FREE BULBS

CREDIT SLIPS will be included with your purchases for Fall delivery of FREE TULIP BULBS. Our TULIP bulb surplus this season consists of a mixture of two varieties; GRETCHEN - a standard light pink, and GESNARIANA LUTEA - finest of all yellows. The proportion of the mixture is about 3/4 pink and 1/4 yellow, a delightful color combination.

PLEASE NOTE: FREE BULBS do not apply on special advertising BULB COLLECTION OFFERS which are listed inside front and back covers of catalog.

PLACE YOUR ORDER EARLY AND BE ASSURED OF YOUR SHARE OF FREE BULBS.

ORDER BLANK

THE BLACK HILLS BULB GARDENS

RAPID CITY, SOUTH DAKOTA

Please send me to the address given below, the following:

NAME _____ STREET _____

CITY _____ STATE _____

BARGAIN OFFER NO. 3

TULIP BULBS ONLY

Having a surplus of two standard tulips (GRETCHEN, a light pink, and GESNERIANA LUTEA, best yellow) we offer these to our customers at a ridiculously low price of \$1.00 per hundred, postpaid. Send only \$1.00 for 100 standard size bulbs.

BARGAIN OFFER NO. 4

(Novelty wheel collection of tulips and peonies)

This arrangement of bulbs, when in bloom is quite unique and very attractive. Spade a circular bed $7\frac{1}{2}$ feet in diameter and divide it into five parts representing a wheel with five spokes. Plant a different variety of tulips in each sector, 32 bulbs of each variety. At the end of each spoke plant a peony. Do not crowd the tulips too close to the peonies. This arrangement requires 160 tulips and 5 peonies. Select choice of colors from the following lists and we will suit your color fancy if possible.

Tulips—White, flesh pink, rose pink, clear pink, yellow, light red, dark red, red and white variegated, lavender, bronze or mixed.

Peonies—White, cream white, light pink, clear pink, light red or deep red.

A \$6.50 VALUE FOR \$5.00 POSTPAID

BARGAIN OFFER NO. 5

FREE TULIPS

To the first 50 customers each season whose orders amount to \$3.00 each we will, until our surplus is exhausted, add 50 blooming size tulip bulbs. With \$10.00 orders, 200 free bulbs, etc. (Credit slips for free tulip bulbs will be included with spring orders, the bulbs to go forward at planting time.) Free bulbs do not apply on bargain offers.

THE GREATEST NATIONAL MEMORIAL

WITH statues four times greater than any colossi ever created, a wonderful memorial to the founding and expansion of the United States is being created from living granite on Rushmore Mountain in the Black Hills of South Dakota.

The actual carving began in August, 1927, and was dedicated with due ceremony by President Coolidge.

The cost will be \$437,500 upon contract.

The sculpture will embrace statues of Washington, Lincoln, Jefferson and Roosevelt, signifying the founding, preservation, expansion and unification of the United States.

This memorial conceived and modeled by Gutzon Borglum, master sculptor, with figures scaled to the proportions of men 465 feet high and with heads 60 feet from chin to top.

In comparison: The Colossus of Rhodes was 96 feet high; the Sphinx 66 feet; the Bartholdi Statue of Liberty 111 feet high.

Deeply incised in a great entablature upon the side of the mountain, 80 by 120 feet in size, will be the story of America written by President Coolidge.

Mount Harney Range, of which Rushmore is a peak, is by several hundred miles the nearest great mountains to the Atlantic seaboard, lifting its crown to a height of 7,240 feet.

The memorial will inevitably be the national shrine; the Mecca to which all feet will turn.

Its appeal is to patriotism, to culture, to appreciation of art, to the spiritual heart of America.

It is American, national, continental in every implication. It has appropriated to itself the only granite having the quality and capacity to bear art of so tremendous proportions. It must therefore forever be unapproachable in magnitude and grandeur.

Spend Your Vacation in the Black Hills